NOVEMBER/DECEMBER 2025

GECM35B/DECM35B — SERVICES MARKETING

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is the classification of services based on tangibility?
2. State two characteristics of services.
3. How is recruitment service marketed?
4. What is the role of advertising in service marketing?
5. Define innovation in service marketing.
6. List any two problems in service quality management.
7. What is non-profit marketing?
8. What is a mutual find?
9. What do you mean by customer satisfaction in service marketing?
10. What do you mean by managing service brands?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain any four marketing strategies for service firms with examples.

Or

(b) How is marketing strategy different for tourism services compared to professional services?

12. (a) Explain the different strategies approach in tourism.

Or

(b) What are product support services? Give examples.

13. (a) What is service quality? Explain its importance in services.

Or

(b) Discuss any four problems in managing service quality.

14. (a) Explain the nature and types of financial services.

Or

(b) Discuss the marketing challenges for insurance services.

15. (a) What is CRM? How does it help in service marketing?

Or

(b) Explain the importance of relationship marketing in service firms.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Classify different types of services with suitable examples.

17. Differentiate between service marketing and product marketing with suitable examples.

18. Explain the role of innovation in service marketing with examples.

19. Explain the marketing of insurance services and mutual funds.

20. What is customer satisfaction? How can service firms ensure high levels of customer satisfaction?

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